



The Iwate Prefecture Citizens' Plan

(2019–2028)

Iwate, the Land of Hope where we mutually secure and
enhance happiness while tackling the ongoing
recovery work based on our experiences of the Great
East Japan Earthquake and Tsunami



Principle Foundation of the Plan



By building on the accomplishments of the previous Iwate Prefectural Citizens' Plan, we will further realize initiatives with new projects in which we create local communities where every citizen will be able to pursue their own happiness and secure and enhance that happiness whilst supporting others.

In order to accomplish this, it is important that we all must act together to realize the future vision we have painted for Iwate Prefecture. Therefore, each local community, not only its citizens, but also businesses, NPOs, and municipalities, must establish their own identity to actively create life and work for its region.

It is also important to work on initiatives based on the principles of social inclusion to prevent people in vulnerable positions in society from becoming isolated due to disconnections with their community, work or family.



Iwate Now (understanding its current state and prospects)



Global Changes and Challenges

- Globalization of the economy and society and the 4th Industrial Revolution are progressing.
- The threat of global warming is increasing.
- High demands for resources, energy and food are growing.

Japan's Changes and Challenges

- Rapid population decline and an aging society are impacting on social security systems, economic activity and social life in a variety of ways.
- The number of people who place value on factors such as 'enrichment of the mind' and 'pressure-free time' are increasing.

Iwate's Changes and Challenges – Reconstruction, 'strength and opportunities' and 'weakness and risk' –

- The total population of Iwate is in a period of decline due to a number of natural and social reasons. It is important that we simplify the various difficulties of everyday life in Iwate in order to tackle the problems that lead to a decreasing population.
- It is necessary to continue the recovery work from the Great East Japan Earthquake and Tsunami. Additionally, in order to contribute to the improvement of disaster prevention capabilities in Japan and around the world, it is required that the lessons learned based on the facts of the Great East Japan Earthquake and Tsunami are passed on and that the progress of the reconstruction is communicated nationally and internationally.



Basic Objective

Iwate, the Land of Hope where we mutually secure and enhance happiness while tackling the ongoing recovery work based on our experiences of the Great East Japan Earthquake and Tsunami.

The Thinking Behind the Basic Objective

- ◆To make good use of the experiences learned and cultivated during the recovery and reconstruction efforts in the aftermath of the Great East Japan Earthquake and Tsunami.
- ◆Based on this plan, we will work diligently on the continuing recovery, ensure safety as soon as possible, rebuild lives and restore people's livelihoods together with passing on and disseminating the lessons learned in the Great East Japan Earthquake and Tsunami to look towards the future.
- ◆Additionally, we aim to create an Iwate where the concept of securing and enhancing happiness through the recovery effort will not be limited to the disaster areas but also spread to each municipality, citizens of Iwate, and furthermore, to the people who have connections with our prefecture.
- ◆These basic objectives of our prefecture, where all its citizens can achieve their own version of hope, will lead to a new Iwate, the Land of Hope.





Fundamental Direction of the Reconstruction Promotion

We will promote initiatives aimed at realizing the goal of 'Build Back Better' Sanriku.

The Basic Policy for Reconstruction from the Great East Japan Earthquake and Tsunami will move forward with two principles it puts into place. These are "We will ensure humane living situations, education and jobs for survivors, and guarantee the right to the pursuit of happiness" and "We will inherit the hopes and dreams the victims had for their hometowns." While promoting policies based on this plan and making progress with promotion of regional development, we will move forward with our initiatives.

Vision for the Reconstruction

To Protect Life, To Live Together with the Sea and Land, and To Create a Homeland Iwate and Sanriku

Important points regarding promotion of the reconstruction work

1. Inclusivity – establish communities that is inclusive of young people and women –
2. Exchange – build creative communities where there is an increased exchange of products and communication between people –
3. Cooperation – develop reconstruction initiatives through the cooperation of various organizations and communities –

The 4 Pillars of 'Build Back Better' and its direction

1



Ensuring Safety

To prevent the loss of life again to tsunami, we will work on creating towns with multiple disaster-resistant measures and construct strong infrastructures essential to providing a safe and secure environment in the face of natural disasters.

The safety of all residents will also be ensured by constructing durable communication networks.

2



Rebuilding Lives

We plan to support those that were affected by the disaster in rebuilding their lives, such as guaranteeing them housing and work.

We plan to restore the daily lives of the affected regions by first protecting the hearts and minds of our residents by supporting the reconstruction of various physical and mental health care systems, such as medical treatment, welfare, and nursing facilities, in addition to rebuilding learning environments and supporting local community activity.

3



Regenerating Industries

We aim to revitalize local industries including the agriculture, forestry and fishing industries and the commerce and manufacturing industries by building production systems and providing financial and organizational support so that producers and business owners can carry out production and business activities with ambition and hope.

In addition to promoting initiatives that lead to the creation of products and services that capitalize on distinctive local traits, provision of high added value and improved productivity, we aim to revitalize the local economy by taking advantage of the effective distribution provided by the new transport networks.

4



Passing down lessons for the future

A museum has been established as a base to learn about earthquake and tsunami, and to pass down the lessons learned based on the facts of the Great East Japan Earthquake and Tsunami. We aim to cultivate a culture of disaster prevention from these lessons learned.

Additionally, we will deepen understanding about reconstruction work in the future by disseminating information about the state of the reconstruction both in Japan and overseas.



Fundamental Direction of the Policies Promoted

We will develop initiatives to secure and enhance the happiness of each and every person based on our 10 Fields of Policy.

The 10 Fields of Policy aims to promote building socially inclusive and diversified communities, in cooperation with many organizations and local networks, so that every citizen will have the opportunity to pursue their own happiness while also supporting others.

1

Field of Health and Leisure

To create an Iwate where citizens can live long, energetic lives and are able to enjoy their free time in their own ways.



2

Field of Family and Child-Rearing

To create an Iwate where connections and support are provided for families and where people feel secure in starting a family.



3

Field of Education

To create an Iwate where possibilities are expanded in the future for learning and human development and where it's possible to realize your own dreams.



4

Field of Living Environment and Community

To create an Iwate where people experience little inconvenience in their daily lives and where they can feel connected to each other and help each other as a community.



5

Field of Safety

To create an Iwate where preparations are in place to counter various risks, particularly natural disasters, and where accidents and crime are low, so that people can feel safe and secure.



6

Field of Work and Income

To create an Iwate where stable employment is ensured in dynamic industries including the agriculture, forestry and fishery industries and the manufacturing industries in which citizens can get worthwhile work with salaries that they can support themselves on.



7

Field of History and Culture

To create an Iwate where we carry on the rich history and culture of Iwate that we inherited and to foster a sense of attachment to and pride in Iwate.



8

Field of the Natural Environment

To create an Iwate where every one of us protects and lives together with this rich, natural environment we've been blessed with.



9

Field of Social Infrastructure

To create an Iwate where the social infrastructure is in good order including disaster prevention measures and promotion of industry to support citizens in their pursuit of happiness.



10

Field of Inclusion

To create an Iwate where systems are in place to support the pursuit of happiness through gender equality, active participation of women, young people, elderly people and people with disabilities in society and a wide range of civic activities and prefectural initiatives.





Projects to pioneer a new era

We will, strategically and positively, promote 11 groundbreaking projects to lead a new era.

We will lead new initiatives to increase the viability of the realization of our image of Iwate 10 years from now by turning our attention to taking a long-term approach now, creating new values and services that are highly unique to Iwate.

1 ILC Project

We aim to make Iwate a base for international research of accumulated knowledge and technology by making the new International Linear Collider a reality and establishing an environment for generating innovation by assembling top intellects, cutting-edge technology and high-level personnel from around the world.

2 Kitakami River Valley Project

We aim to create a zone in the river basin area of the Kitakami River that extends across the Central and Southern Regional Development Areas as a model for living in the 21st century where it will be easy to work and live through the use of 4th Industrial Revolution technologies applied in these regions.

3 Sanriku Disaster Prevention and Reconstruction Zone Project

Work towards revitalizing the regions' industries by taking advantage of the towns, transport networks and harbors has steadily progressed thanks to reconstruction initiatives made since the Great East Japan Earthquake and Tsunami. In addition to this, we aim to create a sustainable development zone that will become the focal point on the coast for connecting Iwate, both domestically and internationally, by promoting exchange with other internationally as well.

4 Northern Iwate Industrial and Social Revolution Zone Project

We aim to create a sustainable and advanced area that focuses on promoting a society capable of dealing with the environmental problems and issues of a decreasing and aging population. We will work together to promote the revitalization of the region's distinctive industries, increase population and promote the use of renewable energy resources through maximizing the full potential of the northern Iwate region.

5 Project for Creating Dynamic Small Settlements

Iwate places importance in the connection between the people and its region, therefore, we aim to create dynamic regional communities by promoting initiatives that centers around the residents and their lives, taking advantage of the technology made through the 4th Industrial Revolution and also unused resources, ensuring human resources and income, maintaining communication with those who live in urban areas.

6 Improvement of the Agriculture, Forestry and Fishery Industries Project

We aim to upgrade the agriculture, forestry and fishery industries and make them highly profitable through initiatives such as increased improvement in their productivity by making full use of cutting-edge technologies, including information and communication technology (ICT) and robotics, as well as the creation of new economic values.

7 Health Promotion Project

We aim to create a society where people can live long and healthy lives through the good use of data collected via various medical treatments held in prefectural hospitals, universities, and also medical examination facilities by building a collaborative big data platform that will bring all of this information together.

8 Reformation of Learning Project

We aim to create a new society and nurture talented people to drive the future of Iwate by making use of the technologies featured in the 4th Industrial Revolution, including artificial intelligence (AI), and building a seamless, high-quality education environment for children before they start school until they reach high school.

9 Culture and Sports Legacy Project

We aim to give all citizens the opportunity to become familiar with and highly interest in Iwate's proud culture, such as the history of the World Heritage Sites, traditional folk arts, and sports. We will create a culturally rich society where all citizens can work together to blend these cultures into their daily lives and thereby easily pass them down to the next generation.

10 Hydrogen Utilization Promotion Project

We aim to create a low-carbon, sustainable society by launching initiatives to make full use of the plentiful renewable energy resources, such as hydrogen, one of many diverse energy sources, in Iwate Prefecture.

11 Improving Networking Capacity Project

We aim to improve the networking capacity of people by making use of technologies from the 4th Industrial Revolution, in which we will work to expand both the quality and quantity of people and their connections with others within the region. By creating a society where people around the world can easily connect to Iwate anywhere and anytime, we hope it will lead to the formation of a new continuous and multilayered network of "connected people".





Fundamental Direction of Regional Reconstruction

While we have the municipalities take charge of providing services that are more familiar to residents, we will aim to revitalize the four main regions of the prefecture from a region-wide perspective while securing and enhancing the happiness of each individual citizen. In order to also create a sustainable society, we will proceed with initiatives that take full advantage of each region's unique characteristics.

Central Region Development Area

[Vision]

As it is a region where the prefectural capital is located, we will work to build up this area as a centralized base for the Tohoku region by increasing cohesiveness to deepen links that give birth to new connections through people, their livelihoods, and the industries that support them.

Southern Region Development Area

[Vision]

In this area, we will make use of people's connections, its concentration of manufacturing industries, its agriculture and forestry industries and its diverse regional resources to open up and share to the world a new Iwate, through a harmonious balance of daily life and industry.

Northern Region Development Area

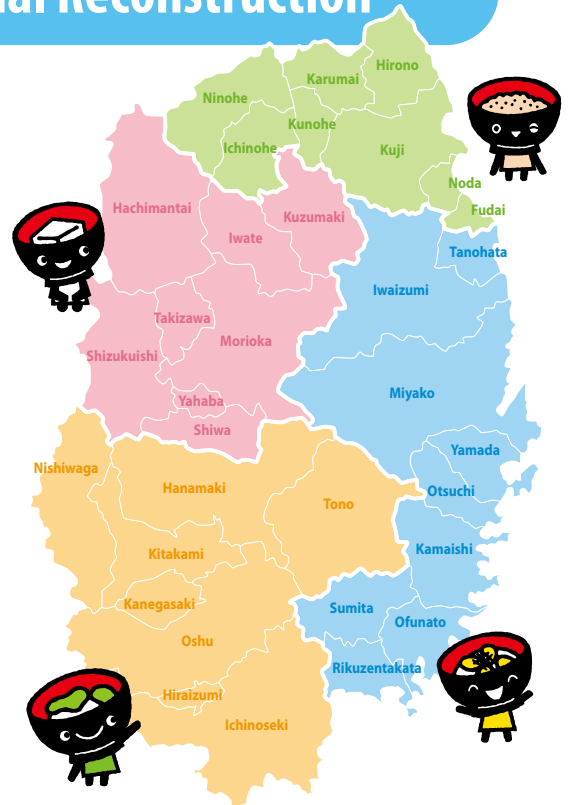
[Vision]

By making good use of the abundant yet diverse resources and technology, the knowledge cultivated through our history and our culture, we will develop a new regional area with influence that expand to the northern Tohoku area, spreading all the way to Hokkaido.

Coastal Region Development Area

[Vision]

We envision this region to become a place for international exchange with people from Japan and across the world by sharing the appeal of Iwate, creating a new Sanriku by making good use of its new transportation network and other connections, and disseminating our lessons learned from the Great East Japan Earthquake and Tsunami, while continuing reconstruction work for the region.



Main Administrative Management Approach

With the prefectural government being the main administration that leads the local regions, we aim to work closely hand-in-hand with citizens of Iwate, which will become our drive to connect people to our regional resources, and then provide support to all citizens in their vital roles in regional development. We aim to become a local administration that can maximize the full potential of Iwate and make sure that each region's potential is fulfilled.

Additionally, based on the experiences learned and cultivated through recovery work from the disaster, we aim to create an image of Iwate that we can boast to other prefectures in Japan, and to work together to improve the quality of our administrative management while securing and enhancing the happiness of all prefectural citizens and society as a whole.

Based on our goals mentioned above, we will move forward with creating a higher-quality administrative management, increase the feasibility of the policies outlined in this plan and contribute to the further reconstruction from the Great East Japan Earthquake and Tsunami, thus realizing a new Iwate, The Land of Hope, which the citizens of our prefecture can place their trust in.

Vision

To create an Iwate that can provide each citizen an opportunity to mutually secure and enhance the happiness of others and also to those outside of the prefecture by cooperating with various organizations in Iwate and other prefectures

The 4 Pillars of Direct Initiatives

1

Promoting administrative management for prefectural citizens that are involved in grass root activities for their region

2

Improving the abilities of valuable human resources that support the high-level administrative management

3

Realization of a work environment that effectively increases job performance while maintaining a good work-life balance

4

Encouragement of strategic and productive management reforms



Please click here for further information! (in Japanese)

<https://www.pref.iwate.jp/kensei/seisaku/suishin/1018014/index.html>



**Office of Policy Promotion,
Department of Policy and Regional Affairs,
Iwate Prefectural Government**

Postcode 020-8570 10-1 Uchimaru, Morioka

Tel: 019-629-5509 Fax: 019-629-5254

<https://www.pref.iwate.jp/>

